## ORDER

**Orders** Order / Rev: 165109 Alt Order #: Product Desc: Martin Heinrich 10/29-11/06 Order ков 11651 Estimate: Flight Dates: 10/29/12 - 11/06/12 Primary AE: Olivia Lawrence Original Date / Rev: 11/01/12 / 11/01/12 Sales Office: **KOB** Order Type: **GENERAL** Sales Region: Local Agency Name: Media Strategies & Research **Buying Contact:** Suzanne Lorimer Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1580 Lincoln St Ste 510 Billing Cycle: EOM/EOC Denver, CO 80203-1507 Agency Commission: 15% Advertiser **Heinrich for Senate** Name: Demographic: A35+ New Business Thru: 05/05/09 **Product Codes:** PL1 00:15:00 Order Separation: Priority: 99 Advertiser External ID:

## **Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	116	\$48,885.00	\$41,552.25

## **Totals**

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	116	\$48,885.00	\$41,552.25	0.00
Totals	116	\$48,885.00	\$41,552.25	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

AGY, POL, CAND

Order Share	Share	Total
КОВ	26%	\$48,885.00
Market	100%	\$188,019.23

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	9%	\$16,921.73
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	29%	\$54,525.58
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00
KOVT	0%	\$0.00

0%	\$0.00
0%	\$0.00
36%	\$67,686.92
0%	\$0.00
0%	\$0.00
0%	\$0.00
	0% 36% 0% 0%

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Order / Rev: 165109 Advertiser: Heinrich for Senate

Alt Order #: Product Desc: Martin Heinrich 10/29-11/06 Order KOB

Flight Dates: 10/29/12 - 11/06/12 Estimate: 11651

Ln Ch	Start	End	Inventory Code		Start/End	Time Days	Len Sp	ots		Rtg Type	Spots	Amount
1 All	10/29/1	2 11/06/12	News 4 Today I 5 News 4 Today I 5		M-F 5a-530a		:30	0	\$175.003	0.00 NM	7	\$1,225.00
_	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/29/12 11/05/12	11/04/12 11/11/12	MTWTF MT	5 2	\$175.00 \$175.00	0.00 0.00						
2 All			News 4 Today I 5 News 4 Today I 5	30a-6aCM	M-F 530a-6a		:30	0	\$300.003	0.00 NM	7	\$2,100.00
_	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	10/29/12	11/04/12	MTWTF	5	\$300.00	0.00						
3 All	10/20/1	11/11/12	MT News 4 Today II 6	2 CM	\$300.00 M-F 6a-7a	0.00	:30	0	\$425.003	0.00 NM	8	\$3,400.0
J All	10/23/1	2 11/00/12	News 4 Today II		WT Oa 7a		.50	U	ψ+23.003	0.00 14101		ψ5,400.0
_	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/29/12 11/05/12	11/04/12 11/11/12	MTWTF MT	5 3	\$425.00 \$425.00	0.00 0.00						
4 All			M-F Today Show		M-F 7a-9a		:30	0	\$600.002	0.00 NM	10	\$6,000.0
			M-F Today Show									
_	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	10/29/12	11/04/12	MTWTF	7	\$600.00	0.00						
5 All	11/05/12 10/29/1	11/11/12 2 11/04/12	MT Saturday Today	CM	\$600.00 Sa 5a-7a	0.00 S-	:30	1	\$125.004	0.00 NM	1	\$125.0
0 7111	10/20/1	2 11/04/12	Saturday Today	OW	04 04 74	J	.00		ψ120.00 <del>1</del>	0.00 14101	'	Ψ120.0
_	Start Date 10/29/12	End Date 11/04/12	Weekdays S-	Spots/Week	<u>Rate</u> \$125.00	Rating 0.00						
6 All			News 4 Weekend News 4 Weekend		Sa 7a-9a	S-	:30	1	\$175.004	0.00 NM	1	\$175.0
_	Start Date 10/29/12	End Date 11/04/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$175.00	Rating 0.00						
7 All	10/29/1	2 11/04/12	Sunday Today Sunday Today	СМ	Su 7a-8a	S	:30	1	\$175.004	0.00 NM	1	\$175.0
_	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	10/29/12	11/04/12	M.F. Today Chay	1 00 CM	\$175.00	0.00	.20		£400 000	0.00 NIM	,	<b>\$000.0</b>
8 All	10/29/1	2 11/04/12	M-F Today Show M-F Today Show		M-F 9a-10a	W-F	:30	2	\$400.002	0.00 NM	2	\$800.0
_	Start Date 10/29/12	End Date 11/04/12	<u>Weekdays</u> W-F	Spots/Week 2	Rate \$400.00	Rating 0.00						
9 All			M-F Today Show		M-F 10a-11a		:30	1	\$175.003	0.00 NM	4	\$700.0
			M-F Today Show									
_	Start Date	End Date	<u>Weekdays</u>			Rating						
	10/29/12 11/05/12	11/04/12 11/11/12	-T-T MT	2	\$175.00 \$175.00	0.00 0.00						
10 All			Who Wants to Be		M-F 1130a-1		:30	1	\$125.004	0.00 NM	2	\$250.0
			Who Wants to Be	e A Million								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	10/29/12 11/05/12	11/04/12 11/11/12	T M	1	\$125.00 \$125.00	0.00 0.00						
11 All		2 11/04/12		y M-F CM	M-F 12noon-		:30	5	\$175.003	0.00 NM	5	\$875.0
_	Start Date 10/29/12	End Date 11/04/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$175.00	Rating 0.00						
12 All	10/29/1	2 11/06/12	Days Of Our Live Days Of Our Live		M-F 1p-2p	MTWTF	:30	1	\$350.002	0.00 NM	2	\$700.0
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						

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Order / Rev: 165109 Advertiser: Heinrich for Senate

Alt Order #: Product Desc: Martin Heinrich 10/29-11/06 Order KOB

Flight Dates: 10/29/12 - 11/06/12 Estimate: 11651

Ln Ch	Start	End	Inventory Code	Break	Start/End 7	Гime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
12 All	10/29/1	2 11/06/12	Days Of Our Lives	•	M-F 1p-2p	MTWTF	:30	1	\$350.002	0.00 NM	2	\$700.00
_	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	0/29/12 1/05/12	11/04/12 11/11/12	M M	1	\$350.00 \$350.00	0.00 0.00						
13 All		2 11/06/12	Rachael Ray 2p Rachael Ray 2p	CM	M-F 2p-3p	MTWTF	:30	1	\$125.004	0.00 NM	2	\$250.00
<u>s</u> Week: 1	Start Date	End Date 11/04/12	Weekdays	Spots/Week 1	<u>Rate</u> \$125.00	Rating 0.00						
Week: 1		11/11/12	M	1	\$125.00	0.00						
14 All	10/29/1	2 11/06/12	The Insider 3p The Insider 3p	CM	M-F 3p-330p		:30	0	\$300.002	0.00 NM	4	\$1,200.00
_	Start Date 0/29/12	End Date 11/04/12	<u>Weekdays</u> -T-TF	Spots/Week 3	<u>Rate</u> \$300.00	Rating 0.00						
Week: 1		11/11/12	M	1	\$300.00	0.00						
15 All	10/29/1	2 11/04/12	Inside Edition 330 Inside Edition 330	•	M-F 330p-4p		:30	0	\$300.002	0.00 NM	3	\$900.00
<u>S</u> Week: 1	Start Date 0/29/12	End Date 11/04/12	<u>Weekdays</u> M-W-F	Spots/Week 3	<u>Rate</u> \$300.00	Rating 0.00						
16 All	10/29/1	2 11/06/12	Judge Judy-P/ DR Judy Judy-P/ DR		M-F 4p-5p		:30	0	\$200.003	0.00 NM	12	\$2,400.00
_	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1 Week: 1		11/04/12 11/11/12	MTWTF M	10 2	\$200.00 \$200.00	0.00 0.00						
17 All			News 4 @ 5p M-F News 4 @ 5p M-F		M-F 5p-530p		:30	0	\$425.003	0.00 NM	8	\$3,400.00
_	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	0/29/12 1/05/12	11/04/12 11/11/12	MTWTF M	6 2	\$425.00 \$425.00	0.00 0.00						
19 All	10/29/1	2 11/06/12	News 4 @ 6p M-F News 4 @ 6p M-F		M-F 6p-632p		:30	0	\$800.002	0.00 NM	6	\$4,800.00
_	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1 Week: 1		11/04/12 11/11/12	MTWTF M	5 1	\$800.00 \$800.00	0.00 0.00						
20 All	10/29/1	2 11/06/12	News 4 @ 630p N News 4 @ 630p N		M-F 630p-7p		:30	0	\$500.003	0.00 NM	6	\$3,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1 Week: 1		11/04/12 11/11/12	MTWTF M	5 1	\$500.00 \$500.00	0.00 0.00						
21 All			Monday Prime 2h Monday Prime 2h	r 7p-9pCM	M 7p-9p	M	:30	1	\$2,000.001	0.00 NM	1	\$2,000.00
_	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1		11/11/12	Manday Drima C	1	\$2,000.00	0.00	.20	- 1	\$1,200.002	0.00 NM	4	£4 200 00
22 All			Monday Prime C Monday Prime C	CM	M 9p-10p	M	:30	'	\$1,200.002	0.00 NM	1	\$1,200.00
Week: 1	Start Date 0/29/12	End Date 11/04/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$1,200.00	Rating 0.00						
23 All		2 11/04/12	Tuesday Prime B Tuesday Prime B	CM	Tu 8p-9p	-T	:30	1	\$900.003	0.00 NM	0	\$0.00
_	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1 Spot (	∣0/29/12 <u>Ch</u> <u>Date Ra</u>	11/04/12 inge D	-T escription	1 Start	\$900.00 <u>/End Time</u>	0.00 V	Neekdays	Ler	ngth Rate	Rtg Type		
1 .	All 10/29/12	-	uesday Prime B	Tu 8		_	-T		:30 <del>(\$900.00)</del>			
	Credited 2hr progran	n is schedul	ed 7p-9p/ Re-order	]								
24 All	10/29/1	2 11/04/12	Wednesday Prime Wednesday Prim		W 9p-10p	W	:30	1	\$900.003	0.00 NM	1	\$900.00
<u>S</u> Week: 1	Start Date 0/29/12	End Date 11/04/12	<u>Weekdays</u> W	Spots/Week	<u>Rate</u> \$900.00	Rating 0.00						
25 All		2 11/04/12		СМ	Th 8p-9p	T	:30	1	\$900.003	0.00 NM	0	\$0.00

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Order / Rev: 165109 Advertiser: Heinrich for Senate

Alt Order #: Product Desc: Martin Heinrich 10/29-11/06 Order KOB

Flight Dates: 10/29/12 - 11/06/12 Estimate: 11651

Ln Ch Start	t End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
		Thursday Prime B Thursday Prime B									
Credited	12-11/04/12 T	WeekdaysT lescription Thursday Prime B	Th 8		Rating 0.00	<u>Weekday</u> Th		gth <u>Rate</u> 30 <del>(\$900.00)</del>	Rtg Type 0.00 NM		
		to 2hr "The voice" re	CM	F 7p-8p	F-	- :30	1	\$400.006	0.00 NM	0	\$0.00
		Friday Prime A Friday Prime A			·	30	'	<b>φ400.006</b>	U.UU INIVI	0	φυ.υυ
Credited	11/04/12 Range D 12-11/04/12 F	WeekdaysF lescription riday Prime A g/ No local breaks]	<u>Spots/Week</u> 1 <u>Start</u> F 7p	Rate \$400.00 <u>FEnd Time</u> -8p	Rating 0.00	Weekday		gth <u>Rate</u> :30 <del>(\$400.00)</del>	Rtg Type 0.00 NM		
		Saturday Prime C Saturday Prime C	СМ	Sa 9p-10p	S	;- :30	1	\$400.004	0.00 NM	0	\$0.00
Start Date Week: 10/29/12 Spot Ch Date F 1 All 10/29/ Credited	-	•		Rate \$400.00 <u>Fend Time</u> p-10p	Rating 0.00	Weekday		g <u>th</u> <u>Rate</u> :30 <del>(\$400.00)</del>	Rtg Type 0.00 NM		
	ovie now sche	duled, reorder]									
28 All 10/29	/12 11/06/12	News 4 @ 10p M-F News 4 @ 10p M-F		M-F 10p-103	35p	- :30	0	\$800.003	0.00 NM	6	\$4,800.00
<u>Start Date</u> Week: 10/29/12 Week: 11/05/12	End Date 11/04/12 11/11/12	Weekdays MTWTF M	Spots/Week 5 1	Rate \$800.00 \$800.00	Rating 0.00 0.00						
29 All 10/29	/12 11/04/12	News 4 @ 10p Sat News 4 @ 10p Sat		Sa 10p-1030	)pS	;- :30	1	\$600.004	0.00 NM	1	\$600.00
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
30 All 10/29	/12 11/04/12	News 4 @ 10p Sur News 4 @ 10p Sur		Su 10p-1035	Бр	s :30	2	\$600.004	0.00 NM	2	\$1,200.00
Start Date Week: 10/29/12	End Date 11/04/12	S	Spots/Week 2	<u>Rate</u> \$600.00	Rating 0.00						
		The Tonight Show The Tonight Show		·	-1135p	- :30	0	\$350.002	0.00 NM	6	\$2,100.00
<u>Start Date</u> Week: 10/29/12 Week: 11/05/12	End Date 11/04/12 11/11/12	<u>Weekdays</u> MTWTF M	Spots/Week 5 1	Rate \$350.00 \$350.00	Rating 0.00 0.00						
		Access Hollywood Access Hollywood			-1207a-TW	- :30	2	\$55.006	0.00 NM	2	\$110.00
Start Date Week: 10/29/12	End Date 11/04/12	-TW	Spots/Week 2	<u>Rate</u> \$55.00	Rating 0.00						
33 All 10/29	/12 11/0 <del>4</del> /12	Wednesday Prime Wednesday Prime		W 7p-8p	W	- :30	1	\$900.003	0.00 NM	1	\$900.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	W	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00						
34 All 10/29	/12 11/04/12	Tuesday Prime 2hi Tuesday Prime 2h		Tu 7p-9p	-T	- :30	1	\$900.003	0.00 NM	1	\$900.00
Start Date Week: 10/29/12	End Date 11/04/12	Weekdays -T	Spots/Week 1	<u>Rate</u> \$900.00	Rating 0.00						
		Saturday Prime 2h Saturday Prime 2h	r 8p-1 <b>0</b> M	Sa 8p-10p	S	5- :30	1	\$400.004	0.00 NM	1	\$400.00
Start Date Week: 10/29/12	End Date 11/04/12	· ·	Spots/Week 1	<u>Rate</u> \$400.00	Rating 0.00						
36 All 10/29	/12 11/04/12	Thursday Prime 2h Thursday Prime 2h		Th 7p-9p	T	- :30	1	\$900.003	0.00 NM	1	\$900.00

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 Order / Rev:
 165109
 Advertiser:
 Heinrich for Senate

 Alt Order #:
 Product Desc:
 Martin Heinrich 10/29-11/06 Order
 KOB

 Flight Dates:
 10/29/12 - 11/06/12
 Estimate:
 11651

Ln (	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
36	All	10/29/12	11/04/12	Thursday Prime 2 Thursday Prime 2		Th 7p-9p	T	:30	1	\$900.003	0.00 NM	1	\$900.00
Wee	<u>Star</u> ek: 10/2		End Date 11/04/12	Weekdays	Spots/Week	<u>Rate</u> \$900.00	Rating 0.00						
N37	All	10/29/12	11/04/12	News 4 @ 10p M News 4 @ 10p M		M-F 10p-10	35pF	:30	1	\$400.006	0.00 NM	1	\$400.00
Wee	<u>Star</u> ek: 10/2		End Date 11/04/12	Weekdays	Spots/Week 1	<u>Rate</u> \$400.00	Rating 0.00						

\*Tax 1 Note: ABQ 7%. Totals 116 \$48,885.00